PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: DISTRIBUTION DATE: June 16, 1992

FROM: Region Trade Marketing Directors

SUBJECT: **Marlboro Summer Special - Additional Instructions**

The following note provides additional instructions for the Marlboro Summer Special which were requested by Field Sales, as well as revised details for ordering P.O.S., payment instructions, and selling stories.

Promotion Offer by Market

Field Sales has the flexibility to offer Single pack, 2 pack, and 3 pack promotion in the 20 identified states, but ***only*** 2 and 3 pack promotion in the remaining geographies. However, all competing retailers in a market must be offered an identical offer. This means that all competing retailers are to be offered the same promotion option(s) in a market.

Payment Instructions

Payment instructions detailed in the elements memo have been revised as follows:

Sales Reps are to pay all participating accounts ***only at the end of the program after participation verification*** instead of 50% at the beginning and 50% at the end, as previously instructed.

Selling Information

The Single pack, 2 pack and 3 pack selling stories have been simplified and a completed example for each has been provided as a reference. See attachment.

P.O.S. Ordering Instructions

Ordering procedures and delivery dates for the Marlboro Summer Special promotion have been adjusted as follows:

All materials for this promotion are being produced and shipped through PM*Express*.

Region 3/Section 44 orders for direct retail, POS Depot, or Home address delivery should be allocated to the individual via PF16 (MIDAS) and orders placed through the PM*Express* IVR (phone order system). Bulk shipments to distributors should be faxed to PM*Express* Customer Service at (708) 775-3507. Allocations for the distributor orders should be held at the Section Director level and orders will be placed against this allocation to minimize confusion. You can call (708) 775-3509 to confirm receipt of your fax.

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Regions 1, 2, 5, and Sections 41, 42, 43, 45 will place their orders through PM*Express* Customer Service. To simplify this process, all allocations should be held at the Section Director level. Orders should be listed for POS Depots and/or distributors with complete addresses and the quantity of materials desired. These orders should be faxed to PM Express Customer Service at (708) 775-3507. You can call (708) 775-3509 to confirm receipt of your fax.

Summer Special material to Atlanta and Charlotte will still be forced shipped to territories 23-51-00 and 22-51-07 respectively. These quantities will be deducted from existing section allocations.

2) Marlboro Summer Special Kit #68461 is due in the Field w/o 7/6 and includes:

- 2 Summer Sale Posters (Horiz)
- 2 Summer Sale Posters (Vert)
- 2 Large Starburst
- 2 Small Starburst

3) Summer Special Counter Balance Overlay Pricing Sign:

Description	POS #	Due in the Field
Large	68502	w/o 7/6
Small	68503	w/o 7/6

4) Large Pricing Banner:

Quantity	POS #	Due in the Field
10,000	68482	w/o 7/06
10,000	68482	w/o 7/20
10,000	68482	w/o 7/27

5) All sections should coordinate ordering with Material Logistics to assure earliest possible deliveries.

Please contact the POS Hotline (1-800-872-8766) if you have any questions.

Note:

On page #9 of the original elements memo, footnote #3 should read:

Single pack = 100%; 2 and 3 pack = 65%

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